



## **Building Disaster-Resistant Communities Across America**

### **WHAT CAN YOU REALLY ACCOMPLISH WITH ONLY TEN FAXES AND TEN PHONE CALLS?**

**You could be a critical part of  
MAKE AN IMPACT WEEK**  
**and show the rest of your community what great work you have been doing.**

#### **How can that work?**

With as little as ten phone calls and ten faxes, you can spread *Project Impact's* prevention message to at least three media outlets in your community.

Now imagine that your peers in every other *Project Impact* community are doing the same type of outreach, at the same time. The payoff for your minimal investment, and theirs, is one very strong, very clear message about the importance of prevention and the role of *Project Impact*.

**Think it's impossible? It's not. Participate in "Make an Impact" week this spring and find out how effective your ten calls and faxes can be.**

#### **What is "Make an Impact" Week?**

The *Project Impact* "Make an Impact" week is a national campaign designed to get regional and local *Project Impact* representatives to conduct media outreach in all communities simultaneously.

"Make an Impact" week will be conducted in April and will incorporate a spring theme – "Planting the Seeds of Prevention" to help spread our messages. Because this time of year marks the end of flood season, the middle of tornado season and the approaching hurricane and wildfires seasons, disaster awareness is heightened and the media should be more receptive to prevention messages.

With a little effort from each community "Make an Impact" week will have a major "impact" on the way Americans think and act about disaster prevention.

#### **How Can My Community Help Make an Impact?**

The success of "Make an Impact" relies on the coordinated participation of the communities. All you have to do is:

- Customize donut-hole releases and advisories provided by the national office for your community.
- Make an average of 10 calls and faxes pitching local print, radio and TV outlets to get coverage of "Make an Impact" week. (News hook and pitching guidance will be provided.)
- Collect media clips from "Make an Impact" week.

#### **For More Information**

More information on the *Project Impact* "Make an Impact" week will be forthcoming in early 2001. At that time you will also receive the following media materials: donut-hole releases and advisories, tip sheets, pitch points for talking to the media, sample letters-to-editors, media outreach instructions for "Make an Impact" week and national press materials.

**Get ready to "Make An Impact" in your community in April 2001!**